



# Station Buy Detail

## Grand Rapids-Kalamazoo, TV

Est ID: 12018

**Client:** Stabenow for Senate 2012**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012**WOOD-TV**

Program Name	DP	Days	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
WOOD 5a News	EM	M-F		\$150.00	1	1	1	1	1			5
5:00 AM - 6:00 AM			30	\$750.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
WOOD 6a News	EM	M-F		\$400.00	1	1		1	1			4
6:00 AM - 7:00 AM			30	\$1,600.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Sunday 7a News	EM	Su		\$250.00							1	1
7:00 AM - 8:00 AM			30	\$250.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Saturday 7a News	EM	Sa		\$275.00						1		1
7:00 AM - 8:00 AM			30	\$275.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Today Show	EM	M-F		\$650.00	1	1	1	1	1			5
7:00 AM - 9:00 AM			30	\$3,250.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Today II	DT	M-F		\$300.00			1					1
9:00 AM - 10:00 AM			30	\$300.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Today III	DT	M-F		\$200.00				1				1
10:00 AM - 11:00 AM			30	\$200.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
WOOD Noon News	DT	M-F		\$225.00	1							1
12:00 PM - 1:00 PM			30	\$225.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Rachael Ray	DT	M-F		\$75.00		1						1
2:00 PM - 3:00 PM			30	\$75.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Dr. Oz	EF	M-F		\$125.00	1			1				2
3:00 PM - 4:00 PM			30	\$250.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Ellen	EF	M-F		\$400.00			1		1			2
4:00 PM - 5:00 PM			30	\$800.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
WOOD 5p News	EN	M-F		\$675.00		1		1				2
5:00 PM - 5:30 PM			30	\$1,350.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
WOOD 5:30p News	EN	M-F		\$675.00			1		1			2
5:30 PM - 6:00 PM			30	\$1,350.00								
Sold out at LUR per WOOD. Move to S4 to clear.												

WOOD-TV

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Fred Corbus

120 College Ave SE Grand Rapids MI

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				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
WOOD 6p News	EN	M-F	\$1,125.00	1			1				2
6:00 PM - 6:30 PM		30	\$2,250.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Inside Edition	PA	M-F	\$450.00		1	1		1			3
7:00 PM - 7:30 PM		30	\$1,350.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Access Hollywood	PA	M-F	\$400.00				1				1
7:30 PM - 8:00 PM		30	\$400.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
The Voice	PT	M	\$2,000.00	1							1
8:00 PM - 10:00 PM		30	\$2,000.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Revolution	PT	Sa	\$200.00						1		1
8:00 PM - 9:00 PM		30	\$200.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Grimm	PT	F	\$875.00					1			1
9:00 PM - 10:00 PM		30	\$875.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Law & Order SVU	PT	W	\$875.00			1					1
10:00 PM - 11:00 PM		30	\$875.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Sunday 11p News	LN	Su	\$500.00							1	1
<del>11:00 PM - 11:30 PM</del> 11:30p - 12a		30	\$500.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
WOOD 11p News	LN	M-F	\$900.00		1	1		1			3
11:00 PM - 11:35 PM		30	\$2,700.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Saturday 11p News	LN	Sa	\$600.00								1
11:00 PM - 11:30 PM		30	\$600.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Tonight Show	LF	M-F	\$300.00	1	1	1	1				4
11:30 PM - 12:35 AM		30	\$1,200.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
<b>Station Totals</b>			<b>\$23,625.00</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>3</b>	<b>2</b>	<b>47</b>
<b>Station Net</b>			<b>\$20,081.25</b>								

\* Mg 9/30 8-9am

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